



第三届中国游戏开发者大会
China Game Developers Conference 2010

PLANTS VS. ZOMBIES™

CREATING A MONSTER HIT

James Gwertzman

Vice President, PopCap Asia/Pacific



What is Plants vs. Zombies?



PopCap's Fastest Selling Game

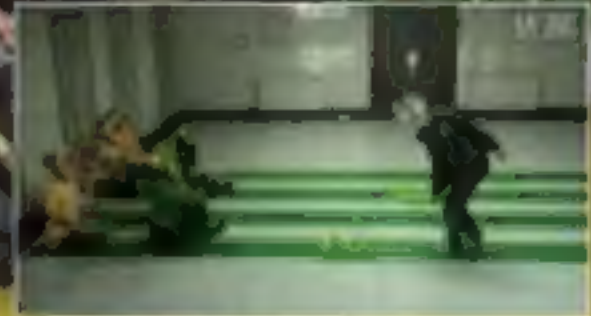
- More than 1,500,000 copies sold so far
 - More than 15M+ downloads for
- Available on PC, Mac, iPhone, iPad, Xbox
 - Over \$1M from iPhone AppStore in 1st week
 - #1 title on iPhone in China; top 10 on iPad

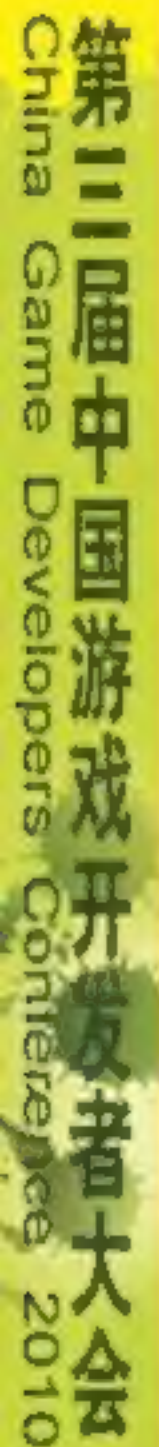


Plants vs. Zombies Popularity



China Game Developers Conference 2010





An “Industry” Fa

The top “casual” game in

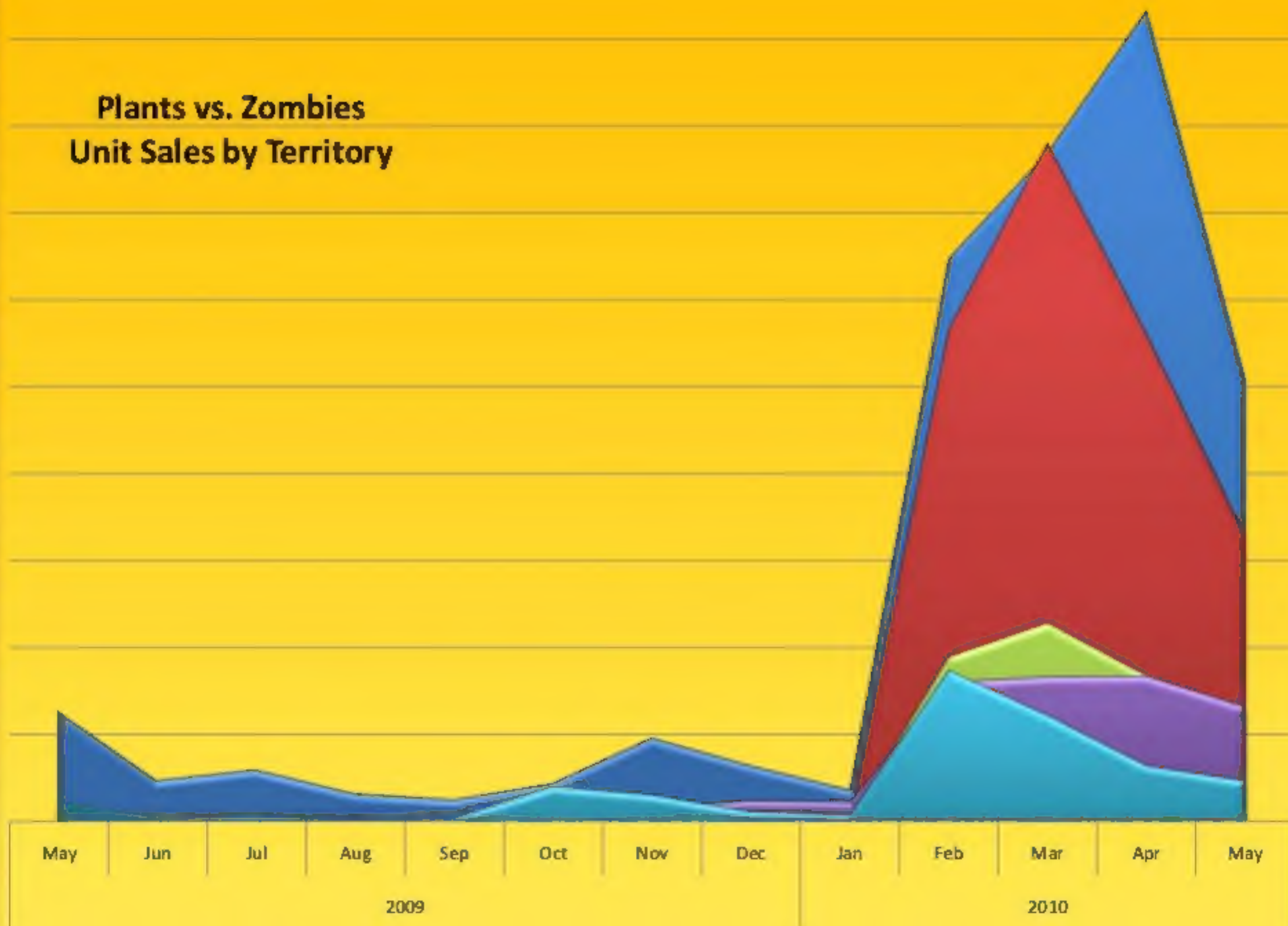
- | | |
|--|--|
| <ul style="list-style-type: none"> Puzzle Game of The Year (2009), PC Gamer Nominee, Outstanding Achievement in Game Design (2009), Academy of Interactive Arts & Sciences Nominee, Casual Game of the Year (2009), Academy of Interactive Arts & Sciences Nominee, Best Downloadable Game (2009), Game Developers Choice Awards Nominee, Best Innovation in Game Design (2009), Game Developers Choice Awards Nominee, Best Game Design (2009), Game Developers Choice Awards Best Downloadable PC Game of 2009, CrispyGamer.com Top Casual Games of 2009, AdrenalineVault Casual Game of The Year (2009), Chicago Sun-Times Finalist, Best PC Strategy Game 2009, IGN.com Inductee, Game Hall of Fame (2009), MacWorld Nominee, Best Strategy Game of 2009, Gamespot Best Games of 2009 (#3), PadsAndPanels.com Best PC Game of 2009, Boysie Awards (Boys' Life Magazine) Best Hand-held & Downloadable Games of 2009, Jose Mercury News Top 5 Games of 2009 (#5), MTV.com | <ul style="list-style-type: none"> Top 20 Downloadable Games of 2009, Machinima.com Top 10 Games of 2009, Machinima.com Best Downloadable Game of 2009, Machinima.com Best Games of 2009, Machinima.com Best Strategy Game of 2009, Machinima.com Finalist, PC Game of the Year (2009), Machinima.com Finalist, Downloadable Game of the Year (2009), Machinima.com Editor's Choice (2009), Machinima.com Maximum Kick (2009), Machinima.com Editor's Choice (2009), Machinima.com Editor's Choice (2009), Machinima.com Elite Award (2009), Machinima.com |
|--|--|

A Global Award-Winning Phenomenon



Australia Greater China Singapore Philippines Japan

Plants vs. Zombies Unit Sales by Territory



第三届中国游戏开发者大会
China Game Developers Conference 2010

Zombie Temp Worker

George Fan
Game Designer

Laura Shighihara
Sound / Music

Tod Semple
Programmer

Rich Werner
Art





1. Be inspired by other games, but innovate too.

Quests

Menü (F10)

Verbündete

Log (F12)

4238

0

Keine Kosten

Keine Kosten

Level 36 In 00:00:04

Level 35

Wiederholungs-Sicht:	53
Plasmi	44
boon[G]b	21
Schooled / Quit	0
Schooled / Quit	0
Schooled	0
Quit	0

You've just received 1 lumber.
You can use it to summon an Elemental to gain its power.



Wiederholungs-Sicht:

Plasmi

Vergangene Zeit: 00:28:42 auf IX Tempo

☒ Nebel des Königs ☐ Autom. Kamera

II

▲

▼

↻

Time: 16



PAUSE

RESET

Normal Mode

Send next level



NO GRID

MUTE



第二届中国游戏开发者大会

China Game Developers Conference 2010



Swiss Family Robinson

(aka "Castaways vs. Pirates")













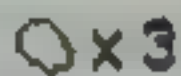






\$100

\$250



\$400



\$1000



\$1000



\$5000

Money: 2600





ADD / REMOVE PETS





PRESTO

Small text below PRESTO

RETURN TO TANK



Suburban Almanac - Plants

 100	 50	 150	 50	 25	 125	 150	 200
 0	 25	 75	 75	 75	 25	 75	 125
 25	 50	 325	 25	 125	 100	 175	 125
 0	 25	 125	 100	 125	 125	 125	 100
 100	 25	 100	 75	 50	 100	 50	 300
 250	 150						



JALAPENO

Jalapenos destroy an entire lane of zombies.

Damage: massive

Range: all zombies in a lane

Usage: single use, instant

"NNNNNGGGGGG!!!!!!!" Jalapeno says
He's not going to explode, not this time
But soon. Oh, so soon. It's close. He
knows it, he can feel it, his whole life's
been leading up to this moment

Cost: 125

Recharge: very slow

2. Prototype your ideas.

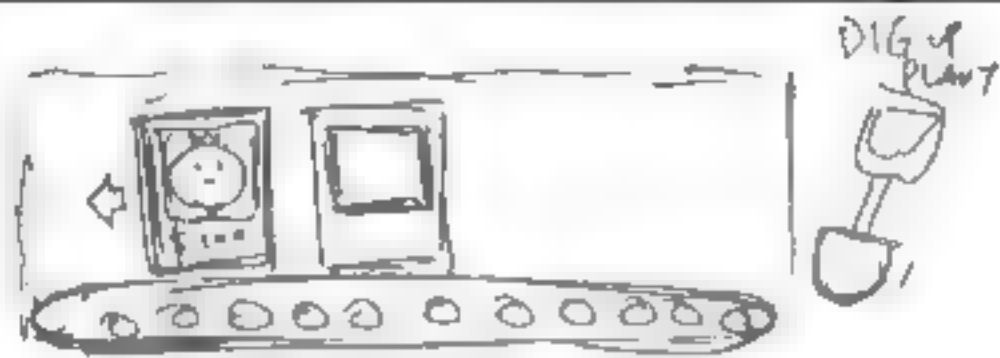
“Play early, play often....”

Game interface showing a selection bar with four items: a watering can, a green seedling (100), a red seedling (200), and a yellow seedling (300).

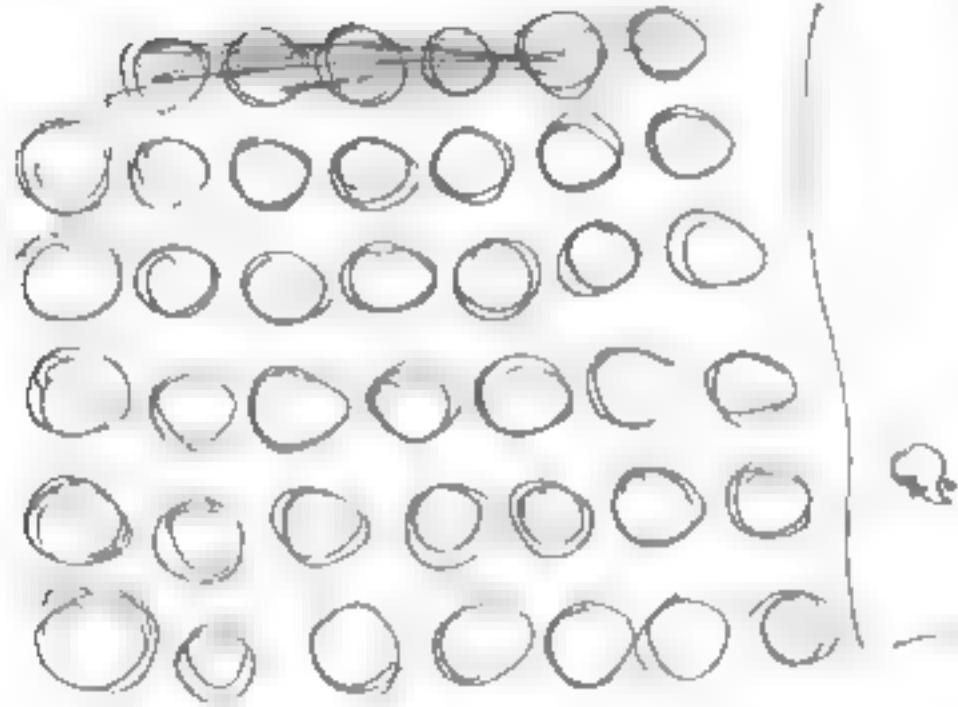
Score display showing 150 points.



3. Add fun, remove frustration.



PULLER OFF EDGE WHEN FULL
 SHOOT WHICH ALIEN WE
 COULD
 STARTS
 OUT
 AT
 ?



- No Fertilizer
 too simple

when only actual
 roses with plants in them

2 players : send alien down,

ooo only left side
 is revealed.

weeds:

man -

~~flowers~~ plants

blockers (glowers / entanglers)

big legs

big blockers

waterers

2x1

1x2



water

bomb / trap

1
 x 2 trap

power enhancer



anti-flyer

burst o' money

fertilizer maker
 eat seed-packets

Alien reminder:

Alien types

Jumpy alien

normal

flying

fire (use water)

double jumper

WATER SUN = MANA
 SUN DRIZZLES DOWN



NO FLOWERS





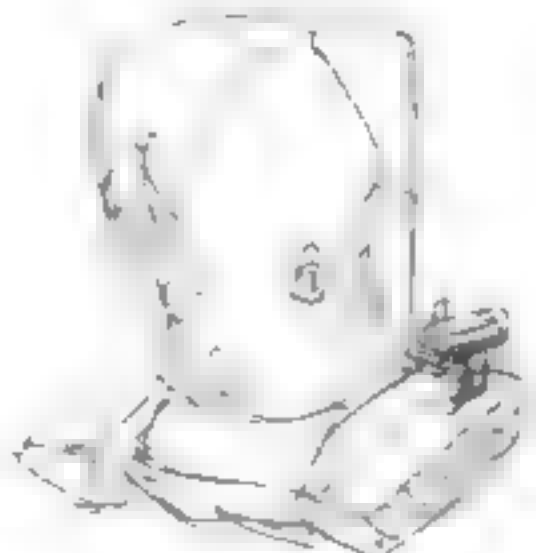
100



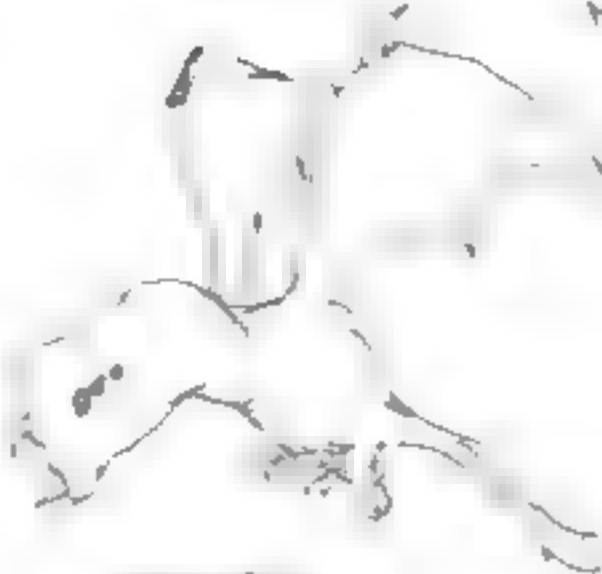
100



100



100



100



1. HEAVY GAMES



fruity apple

Speed boost



Powerful

(Temporary)

Powerful



clover
spms
slow down
flues
or power



PARADISE
PARADISE
PARADISE



LABORER
LABORER
LABORER



2. PLANT



BLUVER

GLITTER
WINDFLOWER
BLUVER



1. HEAVY GAMES

radika



5628

Spells

Plantasia

March, 2006

Chapter 2-1

CREATE

6000

Pause



Garden Dreams
March, 2006

Menu

★Level 4-1★

Flower Shop

December, 2006



Alice Greenfingers

June, 2007



Menu

\$100

\$100

\$100

\$200

\$200

\$200

\$04972

Garden Defense

November, 2007

4130

Speed



4. Don't be afraid to be creative.

5. Don't worry about the name*.

* too much

plants vs. zombies

VERSION 1.0





LAWN OF THE DEAD

JUL 13 2007 BUILD

LOADING

WHEN THERE'S NO MORE ROOM IN HELL,
THE DEAD WILL WALK THE EARTH.

DAWN OF THE DEAD

NOW PLAYING
WWW.DAWNofTHEDEADMOVIE.NET





Plants Vs. Zombies!

EARTH DAY (APRIL 22 2008) BUILD

PLANTS VS. ZOMBIES



ZOM-BOTANY



BLOOM & DOOM



- Lawn of the Dead
- Sod of the Dead
- Backyard of Darkness
- 28 Shrubs Later
- Suburban Housewives in Zombie Town
- Suburban House of the Dead
- Corpseflower 3-D
- Re-Mowerator
- Cuidesac of the Living Dead
- Lawnbie Genocide
- Lawnbie Holocaust
- Lawnbie Nightmare
- Lawnbie Town
- Yard of the Dead
- Get off My Lawn
- Lawn Zombies
- Suburbundead
- Dachshund of the Dead?
- Suburb of the Living Dead
- Zomburb
- Zomburbia
- Tract Home of the Living Dead
- Zombies vs Plants
- Plants vs Zombies
- Zombie Garden
- Torture Garden
- Gruesome Garden
- Rest in Peas
- Peas Stop the Zombies!
- Dead Lawn
- Miracle Zombie
- Weedz } (no idea just like it)
- DeadThumb (you know instead of a green thumb)
- Piece Corpse
- The Limb Reaper
- Field of Screams
- Undead Lawn
- Lawn Zombies
- DeadWeed
- Undead Landscaping
- Landscape of the Dead
- Dead Man Mowing
- Plants vs Zombies
- Suburban Nightmare
- Zombies Ate my Garden
- Dead Men Don't Grow
- Flower Garden vs The Unholy Zombie Apocalypse
- Plantocolypse
- Zombiegaddon
- Graveyard Garden
- Grave-Yard
- Land-E-scape
- Grave and Garden
- Horticulture of Horror
- Horticultural Horror
- Seeds of the Undead
- Seizure Salad
- Green Fingers
- Better Graves and Gardens
- Fright Fight
- Day of the Daffodil
- Morticulture
- Zombie Lawnmower!
- Plot Rot
- Six Feet Poolside
- Jesus Lives!
- Undead and Property Taxes
- Trading Corpses
- Weed Eaters
- The Body Thatchers
- The Bury Patch
- Zombie Leafeaters!
- Suburban Zombie
- Undead Garden
- Zombie Suburb Attack
- Attack of the Suburban G
- Rotting Green Thumbs
- GAZEBO OF THE DAMNED
- Can I Borrow a Cup of Brains?
- White Picket Crosses
- Cherry Dead Tomatoes
- Mortem Stuart Dying
- Keeping Alive With the Joneses
- Hey That's Not Organic!
- Keep off the Grass! [Or die!]
- Mr. Toad's Wild Lawn
- Gravetending
- Shamblefest
- Night of the Shambling Dead
- March of the Zombies
- When Zombies Attack (part 3)
- Zombie Siege
- Gangrene Thumb
- Lawnarchy
- Lawnacy
- Lawnslaughter
- Mowtilation
- Loony Lawn
- WackoWeeds
- MowzombEEK!
- Weed&Feed
- Mowghouls
- Luny Lawnatics
- Mowtown Mowdown
- Lawnfellows
- LawnAmok
- Zombie Rose
- BoneYard
- ZombieThumb
- Pray For Sun
- I will eat your garden
- Plant Eaterz
- The Attack of the Tomato Killers
- Z is for Zombie
- Sod Andy
- When Zombies Attack
- Dial Z for Zombie
- Hey you zombies, get off my lawn
- A Crop Eclipse Now
- Photosynthesize or Die
- Bloom or Doom: A game of gardens and ghouls
- VooDoo Quince
- Petraeus Plant Simulator
- Sowing the Seeds of Shove
- Plow and Death
- Plot n He
- Fertilizer Frenzy
- Post-Humus Gardening
- Pant or Perish
- Garden Ghouls
- Ghouls in the Grass
- Plantz
- Zombies (kinda wierd, I know also kinda taken)
- Zombie Zap
- Gang Green Thumb (repeat with different spelling)
- Green Thumb Ghouls
- The Vegetarian Dead: "Beeaaannnnssss"
- Zombies ate my beans
- Creepy Ghouls and Gardening ToolsAttack of the Vegan Zombies
- Flowerbed Dead
- Beanstalkers

PLANTS VS. ZOMBIES



3. Add fun, remove frustration.



CHOOSE YOUR SEED!!


30%


30%


40%


40%


40%


30%


30%


30%


30%


40%


100%

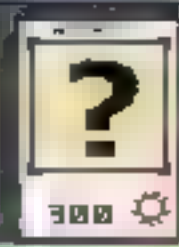

100%


200%

(CLEAR)

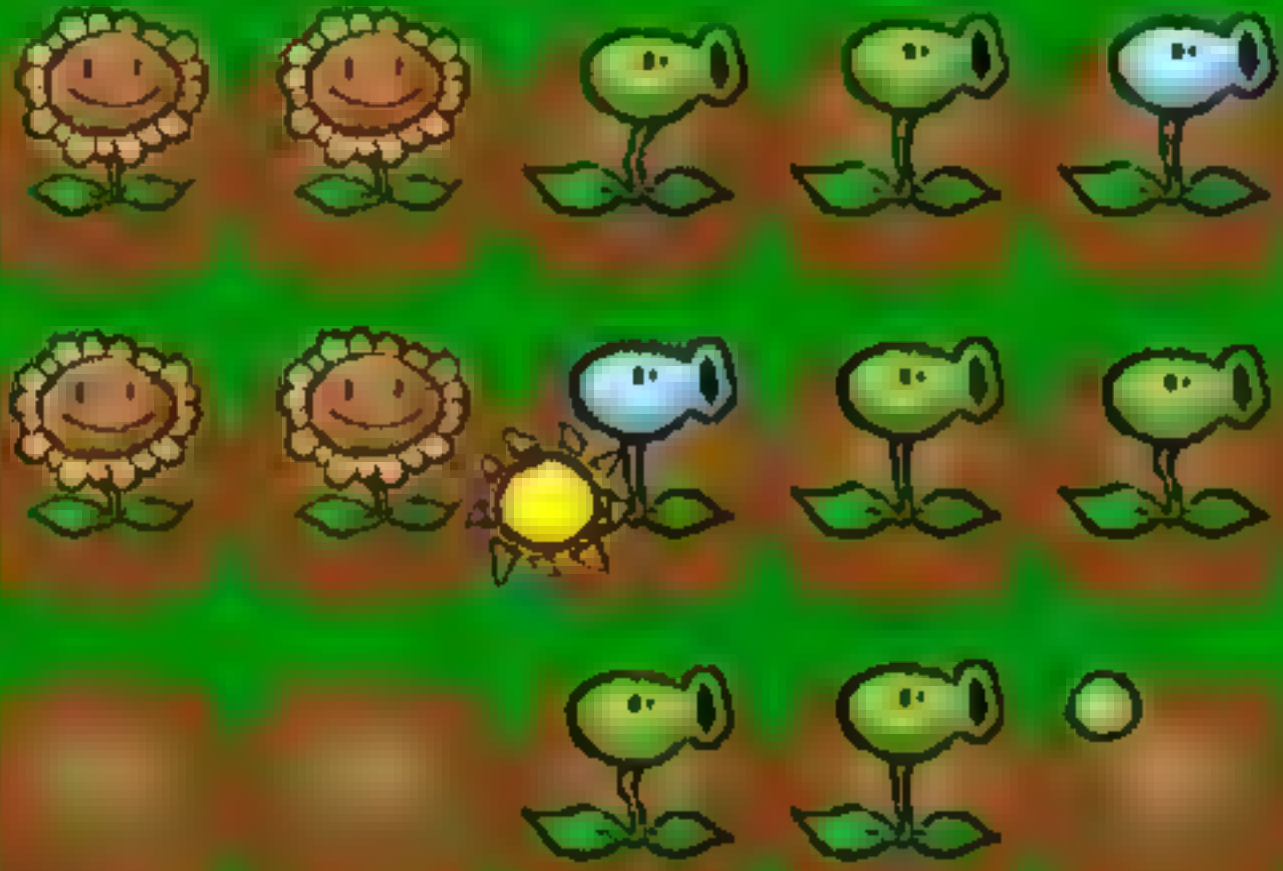
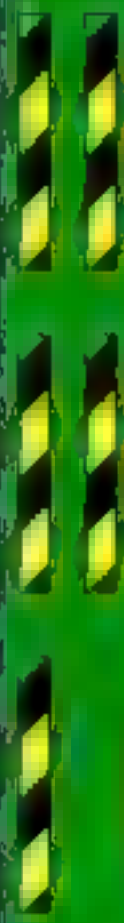
LET'S ROCK!

(RANDOM)



75



LEVEL 3



WAVE 10 OF 15


200 


75 


300 

400 

LEVEL 4



Choosing the Artist

Artist #1



Original Concept
(George Fan)



Artist #2



Artist #3



Rich Warner #2



Artist #4
(Rich Warner)



Rich Warner #3



Art challenges technology, technology inspires the art

John Lasseter



P I X A R

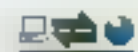
“Yeah it’s been really great to work at PopCap where I can run with my own ideas. When I worked at Lucas Arts, I did the character animation system for Star Wars Force Unleashed. I used a lot of 3D animation techniques in my “Reanimation” system for PvZ. The first character we did was the Peashooter and I like how we were able to have his head animate independently from his body so that he can shoot from any position. I’m really happy with how the animations are smooth without any pops.

“Each person on a game gets to add their own personal touch. George of course put in many things like his signature character design and addictive game play. Rich’s art style really brought the character to life. And the thing that I’m most proud of adding was the silky smooth animation system.”

-- Tod Semple

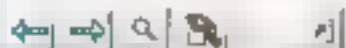
6. Share creative ownership
with the team.

7. Test early, test often.
Encourage feedback!



File Edit Projects View Tools Help

Games\Plants vs. Zombies



Item Name	Assigned To	Deadline	Last User	Last Change
the zombies won			tod	03/16/09
• the TAGLINE			ben	03/13/09
• Credits Movie			john	03/09/09
Types in LawnStrings.txt			stephen	02/24/09
• Reading			stephen	02/14/09
• monitor change crash			markin	02/12/09
• T-SHIRT design ideas thread			john	10/17/08
26 Latest Build Comments			markin	05/05/08
• Concern with the Zombons and that fuzzy grey legal a	rdemaster		rdemaster	05/04/08
• Possible concern about the thorn impact graphic (ca			gillen	07/08
• I think the zombies were out late last night			tod	10/29/08
• Whoever sent the remote control zombies			thowland	10/27/08
• Moustache Mode			thowland	09/26/09
Survival crash			john	09/16/08
Grave bug			andy	07/07/08
The Zombies have cheated. (I mean, won.			markin	03/10/08
• CrazyEave spoilers			chad	01/04/08

• Latest Build Comments

Do lady zombies even exist? :-)

gellcott
03/03/09

can't remember if we mentioned this in here before, but I mentioned it to a couple of peeps here in the office and they said I should post it

It'd be cool if Wal-Mart First Aid would also allow you to repair Spike Rocks in the same manner

gellcott
03/25/09

fine more suggestion - would it be possible to have the seed bar "pop over" the attacking zombies when your mouse is hovering over it?

in one game I had a large horde (E.B.) of Cigars advancing along the top row and it completely blocked the seed bar making it very difficult to place seeds to plant

gellcott
03/27/09

Finally got overrun at 41 flags

I think like the current difficulty of Endless, but do think it could use a little smoothing. My experience with Cigars at level 10 before ever seeing regular Zombons was probably just a fluke of randomization, but I think it would be best if that fluke could be eliminated

Other than that, Endless seems pretty good to me now. Most people probably aren't going to play through 40 flags in one sitting, can you say "Ape Turna 2!" but that does seem like a pretty good length for a successful game

I didn't experience Larry's sudden ramp-up in difficulty during the low 20s, but I did notice one in the late 30s. Until that point there was a "safe" period during the early part of the odd numbered flags when you could frantically rebuild, but at some point in the late 30s that safe time vanished and the Zombons/Basketpukes/Zargans started showing up right away. That seemed rather abrupt. It would be nice to have those "early" super zombies show up in smaller waves that ramp up instead of abruptly all at once

thowland
03/23/09

That's a good idea

andy
03/23/09

It should be a \$3 add on to the game

tenquish
03/23/09

The tree of life (or knowledge - can never remember the name) seems incredibly broken to me. It suffers from the chicken an egg issue. It takes so much money to buy the tree and grow it that by the time you have the money to do so you already know all the knowledge that it is giving you. I think it would make way more sense for crazy dave to give it to you within the first couple of levels and just have it automatically grow as the game progresses (maybe your fertilizing it's soil with the dead zombies in your yard)

gellcott

Made it to level 40 and experienced something strange, but nice. It's the 2nd or 3rd time I've seen it, so it just might be deliberate. My defenses are slowly collapsing now so the end

New Item Comment Custom View Default

Close

One I think is
Geeks
off until

Aggres
obvious
pace b
determ

After getting
sunflow
once it's

Garden
your su
relation
DJ and

casual audience

100

[illegible]

100



10



— 27 —

Close

112

Close

17

Close

11

2 P 3170



1. 2. 3.

11 71

45 71

☐ **ΑΠΟΓΥΠΤΟΥΣ**

File Name	Size	Date Modified

 100	 100	
--	--	--

200

LEVEL 1-2



 100	 100	 50	 150	
--	--	--	--	--

50 





LEVEL 1-4



LEVEL 1-4



8. Prevent players from making bad choices.

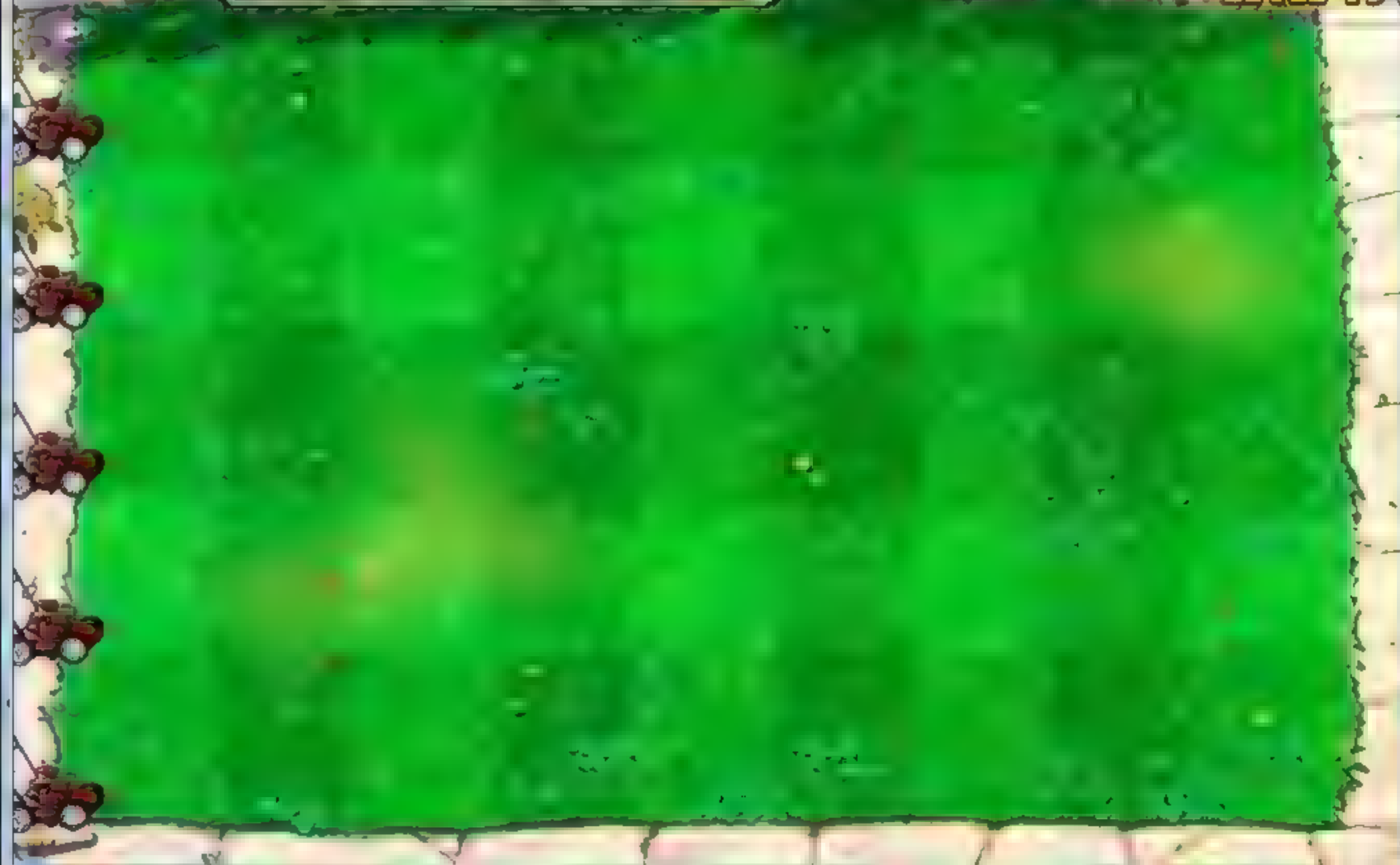
Ideally solve for new players without impacting experienced players; don't rely on instructions.




 100	 100	 50	 150	 50
--	--	--	--	---



200

LEVEL 15



 100	 100	 50	 150	 50
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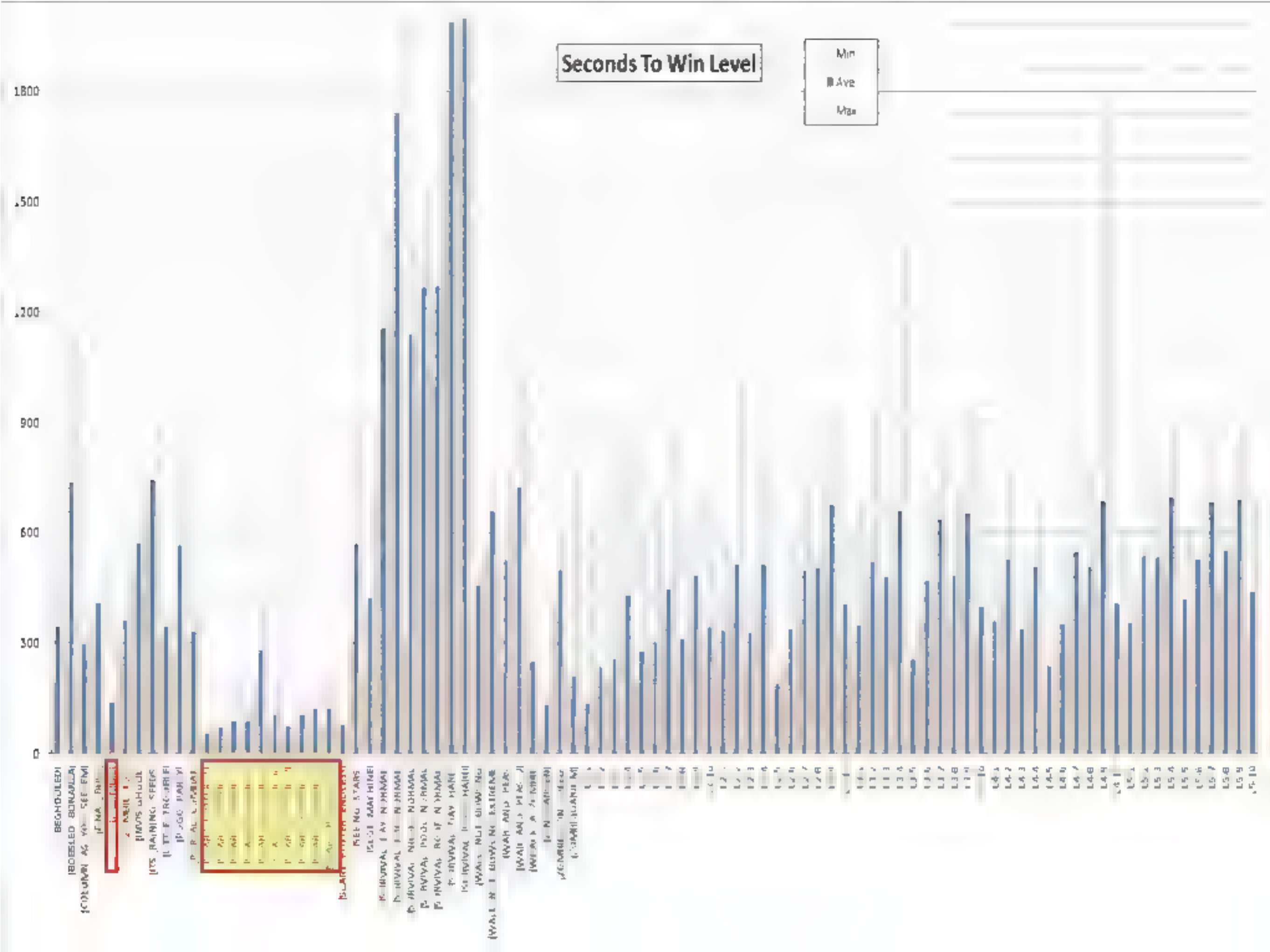
50 



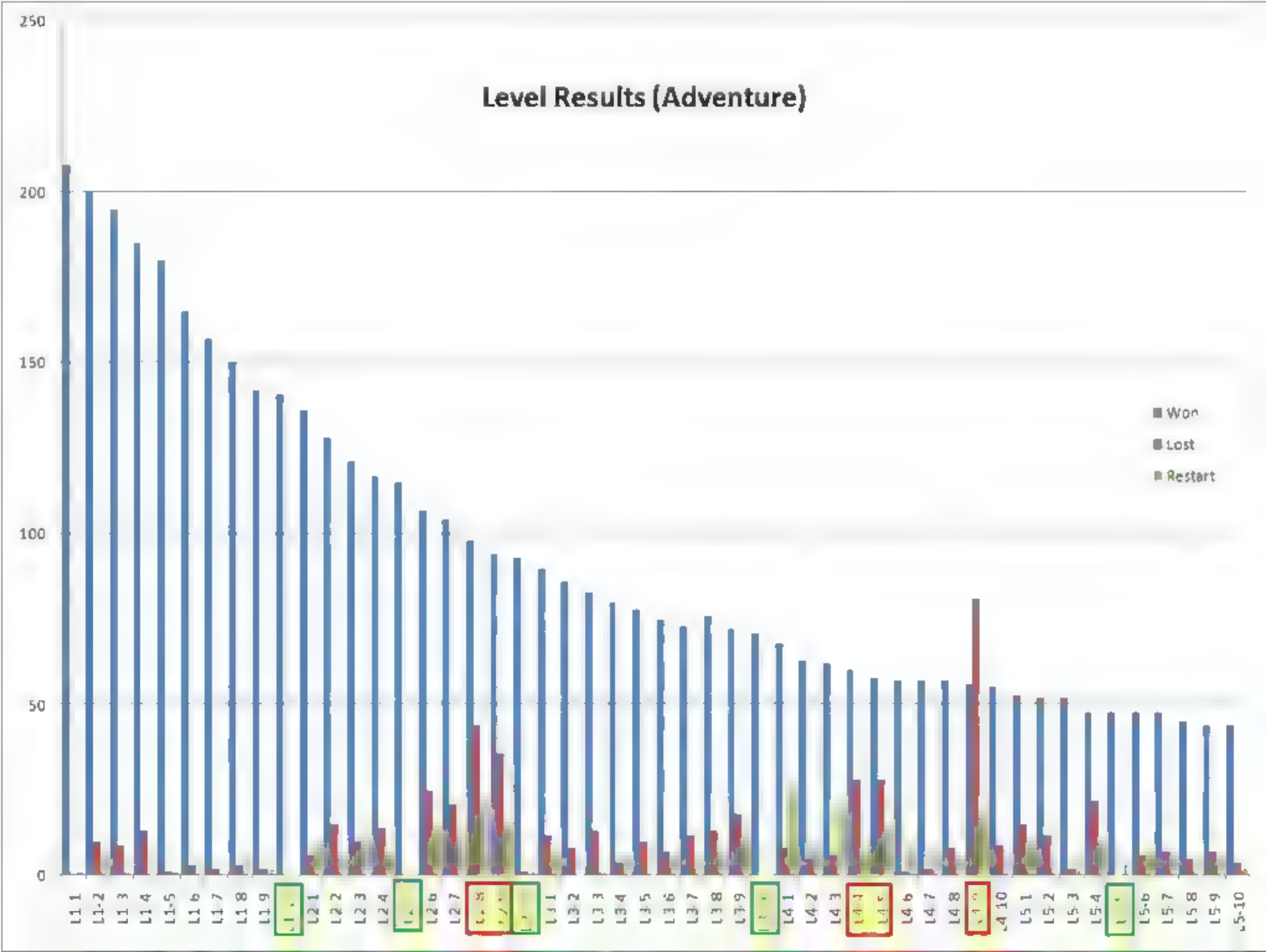
LEVEL 45



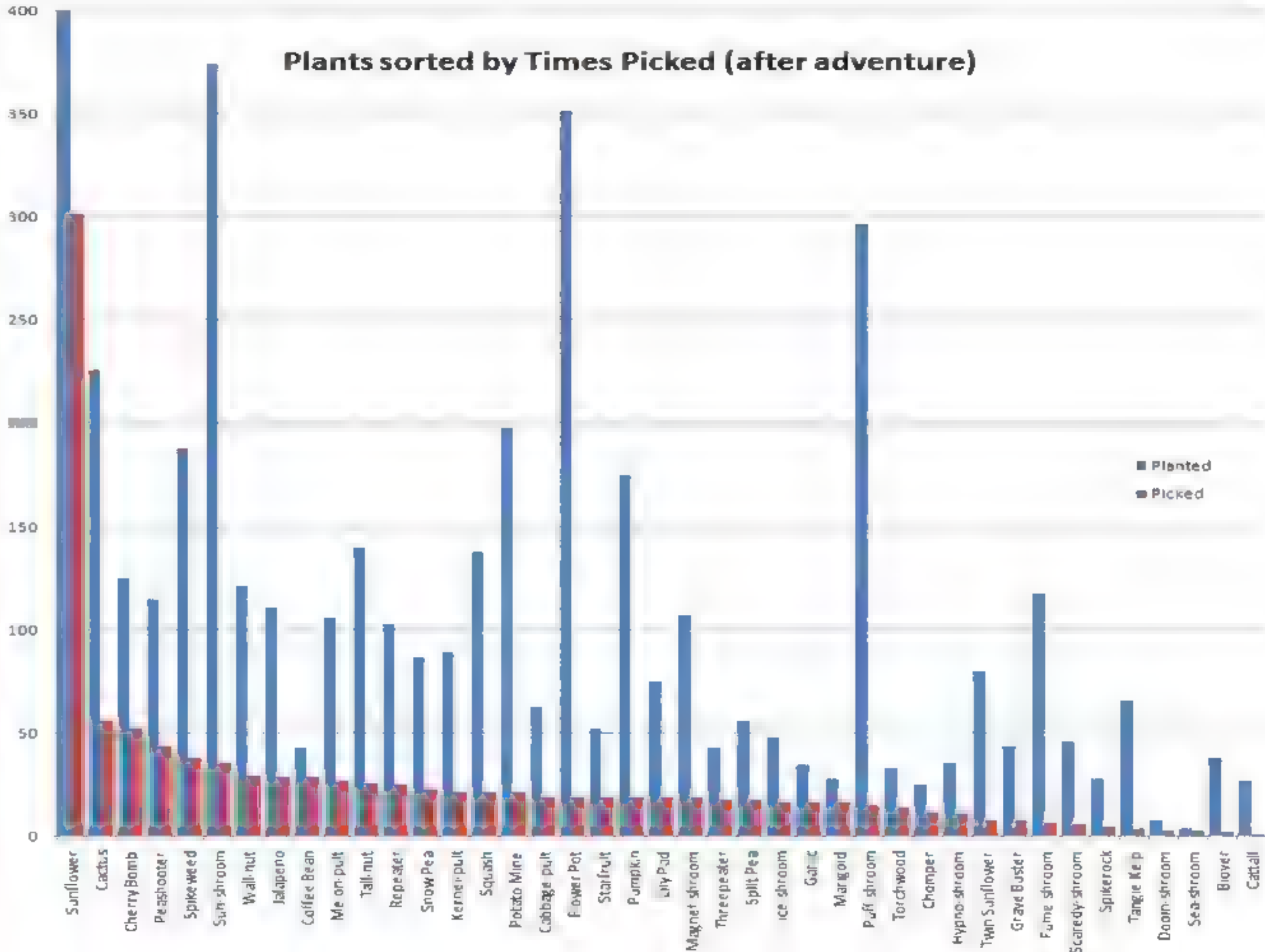
9. Measure....



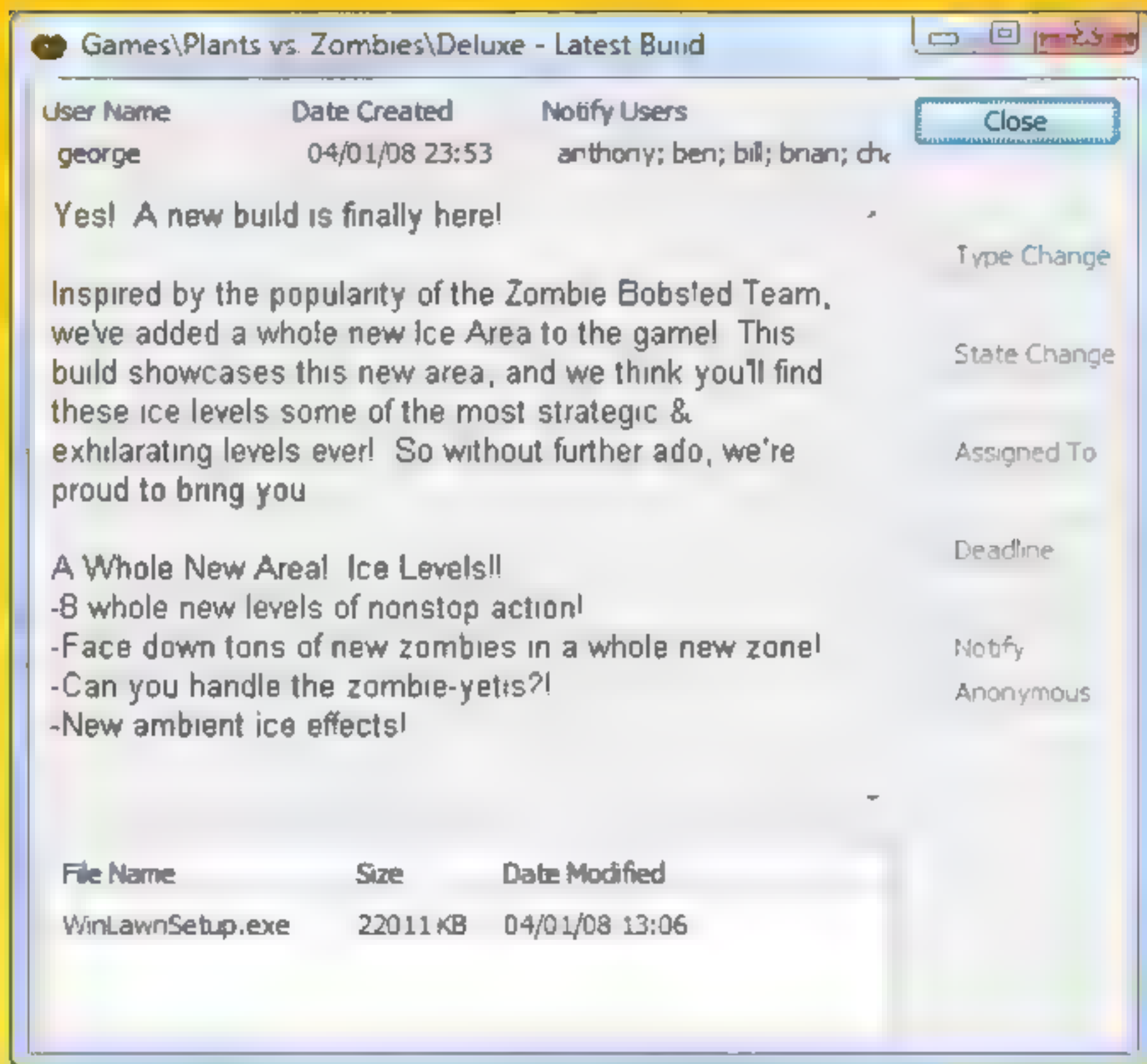
Level Results (Adventure)



Plants sorted by Times Picked (after adventure)



10. Have fun!!!!!!





- Woah. I love the abominable snow zombies. Those are awesome. Best build yet!
- On the level with the yeti zombies, is there any way to unfreeze your sunflowers after they get snowballed? I tried fireballs but to no avail.
- Whoa, Santa Zombies!
- I still don't understand what I'm supposed to do about the polar bears or why they are even in this game.
- Dude. They drop the pies you need to feed the Yetis to quell their rage. You know- when they scream "TUNDRAAAAAA!" It'll make sense eventually. Keep playing.

SUBURBAN ALMANAC - ZOMBIES



Zombie Yeti

A rare and curious creature.

Toughness: *high*

Special: *runs away after a short while*

Little is known about the Zombie Yeti other than his name, birth date, social security number, educational history, past work experience and sandwich preference (roast beef and Swiss).

Summary

1. Be inspired by other games, but innovate too.
2. Prototype your ideas.
3. Add fun, remove frustration.
4. Don't be afraid to be creative.
5. Don't worry about the name.
6. Share creative ownership with the team.
7. Test early, test often. Encourage feedback.
8. Prevent players from making bad choices.
9. Measure.
10. Have fun!!

About PopCap Shanghai

- Set up in 2008
- 75+ Employees
- Working on new online & social games
“In Asia, for Asia”





The End

There's a zombie on your lawn